



4 ILLUSTRATIVE PLAN

Overview

The Illustrative Plan, prepared by the Consultant, lays out a vision for each of the sub-areas along Upper Wisconsin Avenue and provides possible redevelopment options for selected sites where change is anticipated or desired. For these sites, the current condition, recommended land use, frontage, urban form and parking objectives are discussed. Since the Illustrative Plan cannot dictate exactly where change will happen first, it represents more growth than is anticipated to allow the Plan to have the flexibility to react to market forces. The ideas presented in the Illustrative Plan reflect discussions the Consultant held throughout the planning process with members of the community as well as the Consultant's own vision for the Corridor.

The Illustrative Plan for Upper Wisconsin Avenue is based on 1) the market demand for residential,

office and retail uses, 2) consideration of available and underutilized parcels and 3) community input. Reserving land for the creation of urban open space and adding density to areas adjacent to MetroRail stations were two specific issues that impacted the amount and type of proposed development included in this Plan. Based on the study's market analysis, demand over the next decade could support approximately 2.5 million square feet of additional development along Upper Wisconsin Avenue. The Illustrative Plan anticipates land assemblage on all the parcels along the corridor where new, large-scale construction seems likely.

Illustrative Plan by Sub-Area

A - Friendship Heights

The plan for Friendship Heights is to build on its successes. It is one of the most viable enclaves in the District and a major regional shopping destination both within the District and in neighboring jurisdictions. It boasts:

- Some of the highest performing restaurants in the District;
- An impressive variety of stores;
- Excellent regional access via car, MetroBus and MetroRail; and,
- An emerging multi-family residential core with an estimated 1,000 units, which would add nighttime and weekend vitality and provide further retail support.

The objective of this sub-area is to take full advantage of Transit Oriented Development (TOD) by activating

the area at night - by adding residential units and improving the streetscape and street fronting retail. This must be accomplished while at the same time, protecting the adjacent neighborhoods by ensuring that new buildings incorporate proper transitions and that traffic and parking do not overflow onto adjacent residential streets. Parking entrances on Wisconsin Avenue should be discouraged unless the location off of the corridor would negatively impact the surrounding neighborhoods.

Market Potential

For the Friendship Heights area, the market study shows the demand for new office, residential and retail uses over the next ten years as follows:

- 150,000 square feet of office (predominantly Class A or B)
- 1,000,000 square feet of residential (1,000 units)
- 150,000 square feet of retail

FRIENDSHIP HEIGHTS	Existing (sq ft)	10-Year Development Potential (sq ft)
Office	359,522	150,000
Residential	132,455	1,000,000 (1,000 units)
Retail	1,400,246	150,000
<i>Friendship Heights Subtotal</i>	1,892,223	1,300,000

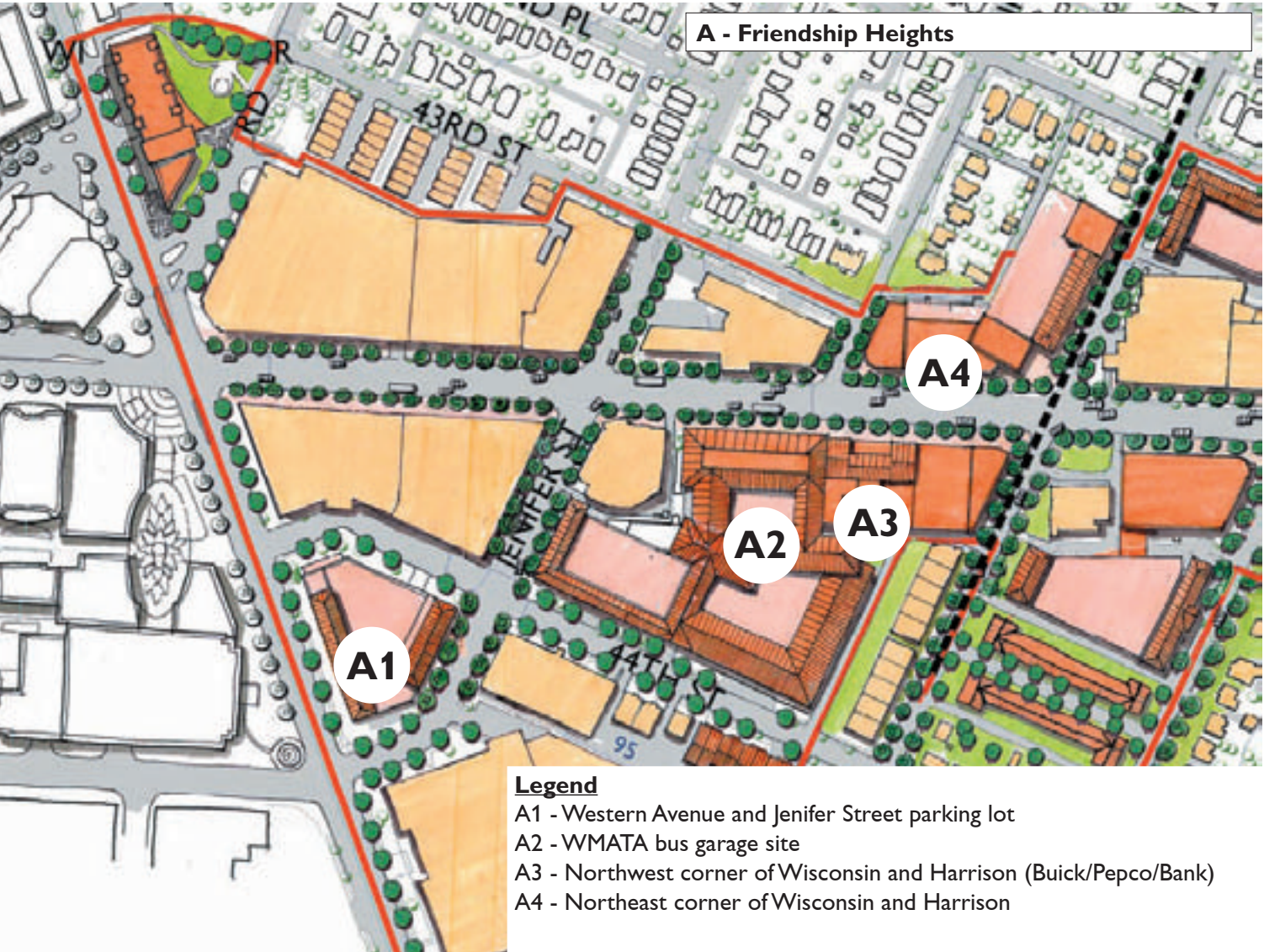
MIDDLE WISCONSIN	Existing (sq ft)	10-Year Development Potential (sq ft)
Office	212,312	125,000
Residential	196,584	200,000 (200 units)
Retail	377,442	no additional space
<i>Middle Wisconsin Subtotal</i>	786,338	325,000

TENLEYTOWN	Existing (sq ft)	10-Year Development Potential (sq ft)
Office	116,318	75,000
Residential	511,800	400,000 (400 units)
Retail	535,063	120,000
<i>Tenleytown Subtotal</i>	1,163,181	595,000

SOUTH OF TENLEYTOWN	Existing (sq ft)	10-Year Development Potential (sq ft)
Office	1,633,214	75,000
Residential	35,200	200,000 (200 units)
Retail	66,350	no additional
<i>South of Tenleytown Subtotal</i>	1,734,764	275,000

TOTAL FOR CORRIDOR	Existing (sq ft)	10-Year Development Potential (sq ft)
Friendship Heights	1,892,223	1,300,000
Middle Wisconsin	786,338	325,000
Tenleytown	1,163,181	595,000
South of Tenleytown	2,259,650	275,000
<i>Upper Wisconsin Totals:</i>	6,101,392	2,495,000

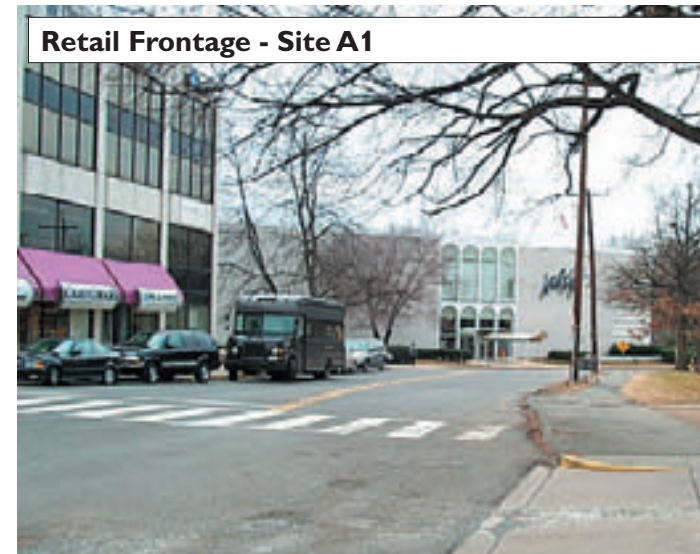
* 10-Year Development Potential is over existing inventory



The Friendship Heights neighborhood includes two components that are unique to this area of Upper Wisconsin Avenue. First, even though the Friendship Heights MetroRail station is already surrounded by dense office and retail development, key parcels near the station entrances are underutilized. Second, Friendship Heights abuts the District boundary, thus limiting the neighborhoods' political and planning jurisdiction. However, for the most part, the market demand and development impacts for this area are not affected by the District line. In many respects, Friendship Heights, Maryland and Friendship Heights, DC must be regarded comprehensively.

The residential demand along Upper Wisconsin Avenue in Friendship Heights has been growing over the past several years, even while multi-family residential supply in this area has been static. One of the strongest reasons for this demand is the MetroRail station supported by a large variety of retail offerings. For many potential District residents who are interested in “urban living” but unsure of the urbanity of downtown, Friendship Heights offers a safe and attractive alternative. The total residential potential development is approximately 1,000 units over the next 10 years. This number is restricted by available land, reasonable annual absorption and permissible construction heights.





The market for Class A and B office space in Friendship Heights has been strong over the past decade. All market signs indicate that demand for office at this location is still not satisfied. Of the three types of uses, Friendship Heights is currently best known for its retail offerings. Despite additional retail supply planned across the District border in Maryland, the demand for retail on the DC side of Friendship Heights remains high. The collection of stores and restaurants in this neighborhood will spur continued demand for more of the same. The retail market condition in Friendship Heights is a classic example of “success begets success.”

Recommendations

Site A1 - Western Avenue and Jenifer Street parking lot

Current Condition - A surface parking lot currently exists at the rear of Mazza Galleria. The property is bound by Western Avenue, Jenifer Street and 44th Street (closed). A surface lot in the center of the regional shopping area, so close to a MetroRail station, is an obvious underutilization of an asset and does not contribute to an active street life in the neighborhood. Lord and Taylor, located on to the west of the parking lot, should act as an anchor to draw pedestrians from Wisconsin Avenue but the lack of an attractive street hampers this potential. Jenifer Street and Western Avenue are uninviting with poor streetscape and no

retail presence. Future redevelopment of this site could complete the frontage of both Jenifer Street and Western Avenue.

Land Use - The Plan’s vision for the Jenifer Avenue is to create an attractive and exciting pedestrian shopping street. The redevelopment of the parking lot as a mixed-use project that includes street-facing retail, easily accessible public parking and possibly residential above can bring this vision to reality. The addition of retail will add vitality and interest to the street and connect Wisconsin Avenue to Lord and Taylor’s. Also, the addition of housing will add to the 24-hour vitality of the place. The site is within the Housing Opportunity Area.

Frontage - Active and inviting retail should line Jenifer Street with shop fronts and space for outdoor cafés on wide sidewalks. On-street parking should be allowed to act as a buffer between the walkway and road, and add to the retail environment. Jenifer Street can be transformed into the active pedestrian environment. Along the Western Avenue frontage there is also an opportunity for retail frontage because of the addition of new retail planned for the north side of the street in Maryland. The infill on this block completes the retail district and adds an attractive alternative to the faster pace of Wisconsin Avenue.

Urban Form - Because the site is surrounded by other large scale commercial developments, is completely buffered from residential uses and is in close proximity to a MetroRail station, additional height and density from what is allowed under current zoning is recommended. Transitional heights are provided by surrounding sites so none are needed on this block. The redevelopment of this parcel should create a continuous building line and the building form should be appropriately detailed and proportioned to create an attractive pedestrian environment.

Parking - Public parking should be provided on this site to discourage commuters and shoppers from parking on adjacent residential streets. This site offers one of the best opportunities in Friendship Heights to create additional public parking. The parking garage design should be simple to understand and well lit to provide a convenient and safe parking option. Above grade parking is permitted on this site only if retail is incorporated into the frontage on Western Avenue and Jenifer Street. 44th street (closed), which is where the entrance to the Mazza parking garage and loading is currently located, is expected to maintain its service road character. Although one parking entrance may also be permitted along Jenifer Street, new parking entrances are preferred along 44th Street.

Site A2 - WMATA bus garage site

Current Condition - The WMATA bus garage site has frontage on Wisconsin Avenue, Jenifer Street and 44th Street. It is adjacent to low-rise apartments units on the southern edge. The property is owned by WMATA, which has operated the site as a bus garage for many years. The Jenifer Street elevator entrance into the MetroRail station is located at the northeast corner of the site. The WMATA bus garage site seems to defy its “highest and best use.” The site appears mostly vacant from Wisconsin Avenue; the building pattern heading from Friendship Heights to the south falls into disarray. The use itself is so counterintuitive to a vibrant, Metro-based, neighborhood-oriented core; the buildings surrounding it are in an untenable position: stuck between a bus garage and a neighborhood. WMATA is consulting with a development team to redevelop the air rights on this parcel. The redevelopment must continue to incorporate the bus garage functions on its lower levels, therefore, continuing to serve a public purpose as an important component of the transit system.

Land Use - The redevelopment proposals for the WMATA site call for mixed-use on the site - residential and street level retail. The Illustrative Plan supports this land use proposal because it is consistent with the planning goals for this area - the Housing Opportunity Area policy and the principles of the TOD, which

Screen Wall at the WMATA Bus Garage - Site A2



encourage a mix of uses at transit stations. Multi-family residential is currently lacking in Friendship Heights and this site is an excellent opportunity to add diversity to the available housing in the neighborhood. More than just the potential value within its parcel boundaries, the WMATA site has a tremendous opportunity to increase surrounding land value and to encourage adjacent Wisconsin Avenue properties to redevelop in a manner consistent with the Plan's vision and objectives.

Frontages - In addition to the residential uses on upper floors, the plan recommends the addition of street fronting retail along both Wisconsin Avenue and Jenifer Street. Friendship Heights is a regional shopping area; the addition of retail frontage is an integral part of the revitalization of both Wisconsin Avenue and Jenifer Street. The retail will enliven the walkways and encourage better usage of the MetroRail station.

Urban Form - It is recommended that height and density on this site be more than what is allowed with existing zoning because the site is at a MetroRail station entrance. However, the rear of the site, as it extends south along 44th Street, is adjacent to lower rise development and should therefore transition down to heights that are more compatible. A transition area or stepping down of the building heights is recommended along the southern edge of the site where the property abuts two story residential buildings. This transitional area should relate new

BB&T Bank Frontage - Site A3



construction to the existing residential in both height and mass of architecture. The specific design details of these transitional areas should be considered during the public review process that would be part of a planned unit development (PUD) proposal.

Parking - Parking for the project must be accommodated onsite to discourage parking on adjacent neighborhood streets. Below grade parking is encouraged. Wisconsin Avenue is not an appropriate location for above grade parking structure facades; parking entrances on Wisconsin Avenue should be discouraged or minimized. If above grade parking were proposed on the rear of the site, it must be architecturally screened, and of compatible scale with the adjacent residential buildings.

Site A3 - Northwest corner of Wisconsin and Harrison (Buick/Pepco/Bank)

Current Condition - The site is currently occupied by a Buick dealership, a Pepco substation and a two-story bank at the corner. Because the site is currently under-developed given its proximity to MetroRail, and development seems likely, the Office of Planning has been made aware of active interest in portions of these properties. The site's current condition adds nothing to the character and activity of Wisconsin Avenue; redevelopment is an excellent opportunity for improvement.

BB&T Bank Frontage - Site A3



Land Use - Residential and office functions are appropriate for this area of the corridor, although housing is encouraged per the Housing Opportunity Area. The upper floors of a redevelopment would be appropriate for either use, because of the site's Wisconsin Avenue frontage and proximity to MetroRail.

Frontage - Due to the market demand and regional retail character of the remainder of the sub-area, retail should be included at street level of all new development along Wisconsin Avenue in Friendship Heights.

Urban Form - The height and density of this site should be more than what is allowed with current zoning due to its proximity to the Friendship Heights MetroRail station. The height should transition down closer to Harrison Street. It is recommended that there be a transitional area (stepping down of the building) on the west side of the property where it abuts low-rise residential structures. The transition should relate new buildings in height, scale and massing to the adjacent buildings. Compatibility of the building form should be addressed by the architecture of a specific design proposal.

Parking - To protect the adjacent neighborhood, parking must be incorporated into redevelopment of the site. Below grade parking is recommended and encouraged. No above grade parking structures should be allowed along Wisconsin Avenue and parking

Streetscape North of Harrison St. - Site A4



entrances should be discouraged or minimized. If above grade parking were proposed on the rear of the site, it must be architecturally screened, and compatible with the adjacent residential buildings.

Site A4 - Northeast corner of Wisconsin and Harrison

Current Condition - There could be development pressures here because the site is currently under-developed given its proximity to MetroRail and Wisconsin Avenue. If this property were to redevelop at some point there is an opportunity to improve the street life and walkability of the corridor.

Land Use - The upper floors of the site are good candidates for either residential or office functions because of the mixed-use character of the remainder of the sub-area. If office is proposed on this site, it should be located along Wisconsin Avenue similar to adjacent uses.

Frontage - This site is an important part of the regional shopping district in Friendship Heights. A continuous building line should be constructed with a continuous retail frontage to complete the shopping district and enliven the public realm.

Urban Form - Height and density should be within what is allowed with existing zoning. The design of a new building must transition toward the residential buildings on the individual sites. The frontage on Harrison Street

Pedestrian Crosswalk - Site A4



should give consideration to both the office functions closest to Wisconsin Avenue and the residential uses further east. These compatibility issues should be a primary focus of any review of proposed changes to these parcels.

Parking - Parking for any new uses on this site must be incorporated into the redevelopment. Below grade parking solutions are encouraged. Along Wisconsin Avenue above grade parking should not be permitted and parking entrances would be discouraged. If constructed within the interior of the site, above grade parking should be in scale with the adjacent residential and have an architectural façade to make the structure compatible.

B - Middle Wisconsin

The Middle Wisconsin sub-area has a unique opportunity along the corridor to preserve and enhance small-scale neighborhood retail. The recommendations for this area take their inspiration from the block between Fessenden and Ellicott Streets where an interesting collection of low-rise retail buildings exists. This block is what remains of the kind of neighborhood commercial areas that are common in so many other parts of the City but lacking along Wisconsin Avenue. The block has an interesting collection of services and restaurants and a comfortable pedestrian scale. Unfortunately, this block is the exception within the sub-area.



Legend

- B1 - Harrison to Garrison - West side
- B2 - Harrison to Garrison - East side
- B3 - Garrison to Fessenden
- B4 - Safeway site
- B5 - Volvo site

Much of Middle Wisconsin has an odd mix of suburban format retailers that do not enliven the street, but supply important services to the surrounding community, such as a gas station. Small parcel sizes and multiple owners make large-scale redevelopment unlikely in many parts of the sub-area, but there are several places where change can be encouraged to add to the traditional urban pattern. In other instances, in-fill development may occur and is encouraged to recreate the urban character of the place, not a suburban model. The Strategic Framework Plan recommends preserving the neighborhood scale of this area.

Market Potential

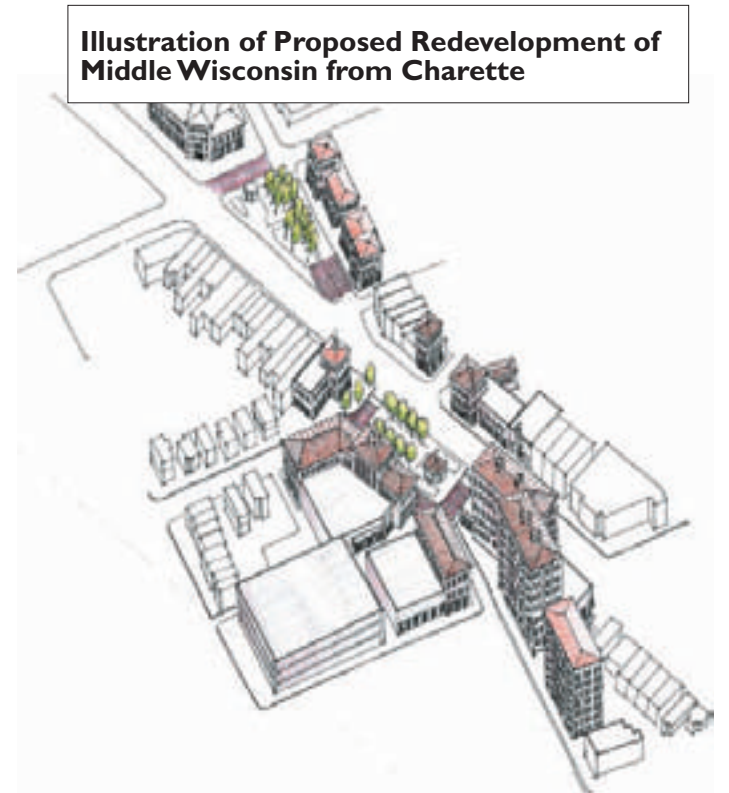
For the Middle Wisconsin area, the market study shows the demand for new office, residential and retail uses over the next ten years as follows:

- 125,000 square feet of office (predominantly Class B or C)
- 200,000 square feet of residential (200 units)
- No additional square feet of retail

Throughout Middle Wisconsin, suburban-format development is dominant. The Illustrative Plan proposes development patterns more conducive to an urban location on a major roadway. For this reason, several parcels that are considered “underdeveloped” are recommended for repositioning in a manner that addresses Wisconsin Avenue, promotes continuous pedestrian sidewalks and encourages an appropriate amount of density. In addition, this area of Upper Wisconsin Avenue is most closely connected to the residential neighborhoods that immediately surround it. Because of Middle Wisconsin’s neighborhood orientation, increasing the residential offerings within the project area is practical and logical.

In conjunction with more multi-family alternatives in the Middle Wisconsin area, a market also exists for Class B or C professional office space. Although offices in this area will benefit from MetroRail stations nearby, Middle Wisconsin’s offices will tend to be an affordable alternative to Metro-adjacent office spaces. The added benefit of this market condition is that small professional offices are more compatible with surrounding residential neighborhood.

The retail uses drawn for Middle Wisconsin represent a 20-year build out scenario, as the short-term demand for retail in this area is quite low. Currently, a large percentage of the retail offerings in this area do not meet the expectations of the local customer base and do not adequately capture their retail expenditures. The Illustrative Plan anticipates that new residential and office development along Wisconsin Avenue in the Middle Wisconsin area will spark a “retail renaissance” that will promote and support quality retail offerings for the adjacent community.



Recommendations

Site B1 - Harrison to Garrison - West Side

Current Condition - The Wisconsin Avenue frontage between Harrison and Garrison is occupied by a funeral home in a freestanding residential character building, a small movie theater, discount store and small office buildings. The rear of the property is a parking lot and private undeveloped green space. The property is underutilized, has a poor street frontage and is therefore considered a potential redevelopment site.

Land Use - The Plan envisions the reuse of the site for a mix of uses. Along the Wisconsin Avenue frontage, the current office building site has the potential for redevelopment with a combination of ground level ancillary retail and either office or residential above. The site's location across from other office uses may point to office uses but the Plan's goals support either use on the upper floors. To the rear of the site, residential is proposed as the primary use with multi-family units closer to Wisconsin Avenue, transitioning to row houses adjacent to the existing single family residential. This mix of multi-family and row houses supports the Plan's goal of adding diversity to the housing type and new housing opportunities. In addition, the use of this type of housing is a proven method of transitioning from more intense land uses, such as those proposed on the corridor, to less intense single family uses.

Frontage - The Wisconsin Avenue frontage, if

redeveloped, should provide a consistent building line and improved pedestrian zone. Retail frontage in this block may be more likely to be oriented to neighborhood uses.

Urban Form - This block continues the transition away from the MetroRail station to the lower rise buildings further south but is still within a five-minute walk of the MetroRail station. Height and density should be within what is allowed with existing zoning. Because of the depth of the site, there are excellent opportunities for buildings with Wisconsin Avenue frontage to successfully transition to the adjacent single-family neighborhoods.

Parking - In general, new projects should provide sufficient on-site parking so as not to burden the surrounding streets. However, one of the goals of this exercise was to identify locations where additional public parking could be constructed to support neighborhood uses that currently do not have sufficient parking on site. There is an opportunity to add public parking on this parcel if desired. If any above grade parking is constructed, it cannot be constructed on Wisconsin Avenue, and other frontages must be lined with other functions to integrate the parking with the character of the adjacent street. All other facades must also be architecturally integrated to complement surrounding uses. Access to parking facilities should be provided to discourage use of residential streets.

Site B2 - Harrison to Garrison - East side

Current Condition - The Illustrative Plan has identified the rear half of the block as a potential infill development site. The site is bound by Harrison Street, Garrison Street and 42nd Street. The site is currently occupied by several low-rise structures, which house a variety of retailers.

Land Use - The property is bound on three sides by single-family residential development, therefore, additional residential development is recommended for the site. As an infill residential site, there is an opportunity to increase the housing stock diversity of the area in a form that is compatible with its surroundings. Multi-family or row houses could be accommodated on the site.

Frontage - The site has no Wisconsin Avenue Frontage, but should be sensitive to adjacent buildings.

Urban Form - This block acts as a transitional block between Wisconsin Avenue and the residential neighborhood beyond. Height and density should be within what is allowed with existing zoning. The scale and massing of new construction should be compatible with the single family residential.

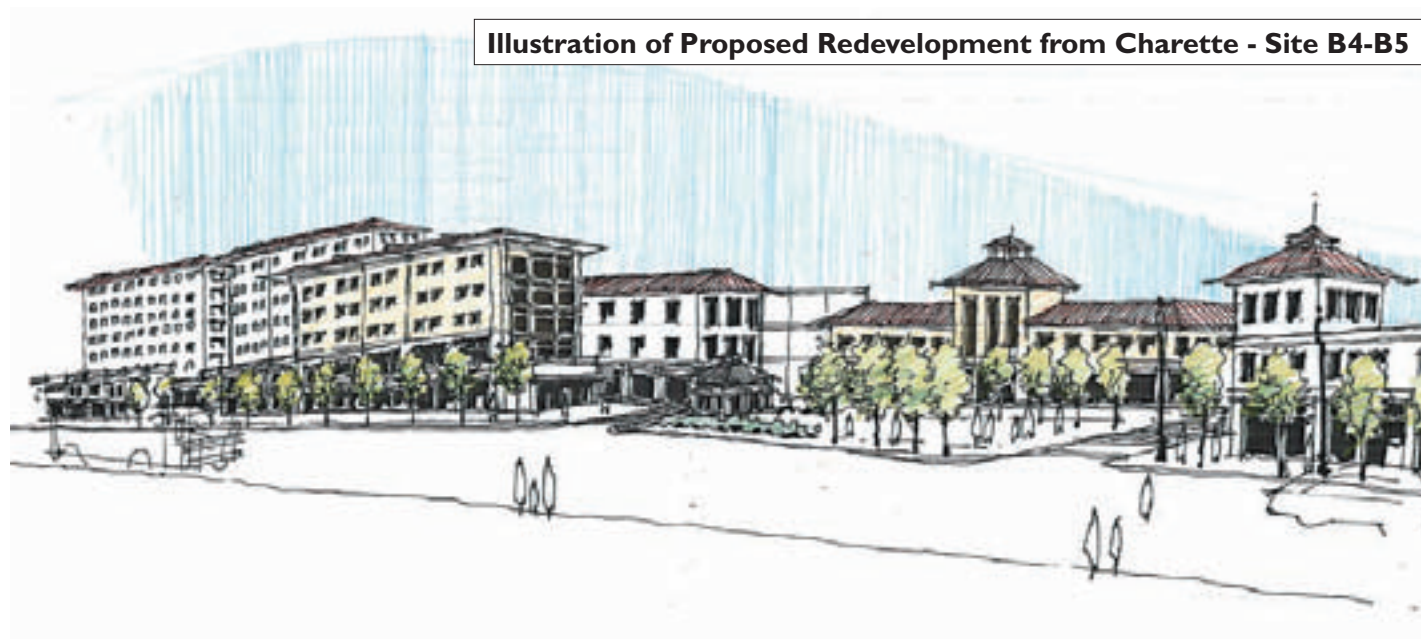
Parking - As with the previous block, parking should be accommodated for the proposed use. In addition, there is an opportunity on this site to incorporate additional public parking. If public parking becomes a secondary use on the site, it must be faced with residential uses along all street frontages.

Site B3 - Garrison to Fessenden - West Side

Current Condition - The block between Garrison and Fessenden is unlikely to change dramatically and is generally composed of buildings which meet the urban design goals of this planning exercise in terms of the form and their relationship to the street. There are two minor exceptions to this (indicated in orange on the Middle Wisconsin diagram) where suburban style buildings have been added. An additional opportunity is the property to the rear of these buildings.

Land Use - The plan recommends that in-fill buildings continue the neighborhood-serving retail functions of the remainder of the block, but do so in a more urban form. The plan also indicates the opportunity for a parking facility on the rear parcel. Such a facility would be lined with uses compatible with the remainder of the street - residential.

Frontage - Wisconsin Avenue frontage should be compatible with adjacent buildings to create a consistent building line. Frontage on other streets should be sensitive to adjacent buildings.



Urban Form - In-fill developments should be of compatible mass to the surrounding buildings. Height and density should be within what is allowed with existing zoning. The potential infill areas off the corridor must be respectful of the adjacent uses with compatible architectural massing.

Parking - The preservation of the collection of the small retail buildings in the next block is at the heart of the vision for Middle Wisconsin. These buildings do not provide on site parking because of limited lot size and the age of the buildings - requiring patrons to park on surrounding streets. A public parking facility is recommended on this vacant land to support these neighborhood retail uses and alleviate parking issues on residential streets.

Site B4 - Safeway site

Current Condition - A major grocery, Safeway, is located along the corridor and its use is a valuable asset to the community. However, from an urban design standpoint, the building is unfortunate. The store was constructed in a suburban fashion - turning its back on Wisconsin

Avenue and facing instead a large surface parking lot on the west side of the building. This leaves Wisconsin Avenue with nothing but a blank wall. The triangular park that is the result of 42nd street and Wisconsin Avenue crossing at a diagonal is located between the back of the store and Wisconsin Avenue, but the park adds nothing to the character of the street.

Land Use - The preferred land use for this portion of the corridor continues to be neighborhood retail, and a grocery store remains an important part of that mix. Ideally, additional uses would be added to complement the grocery store; therefore, additional density is encouraged. In addition, the triangular park should be improved to encourage the public use of the park space.

Frontage - Using the recommendations described below under urban form, the Safeway site, should be reconfigured to address Wisconsin Avenue. The back of buildings should not be permitted within view of the corridor.

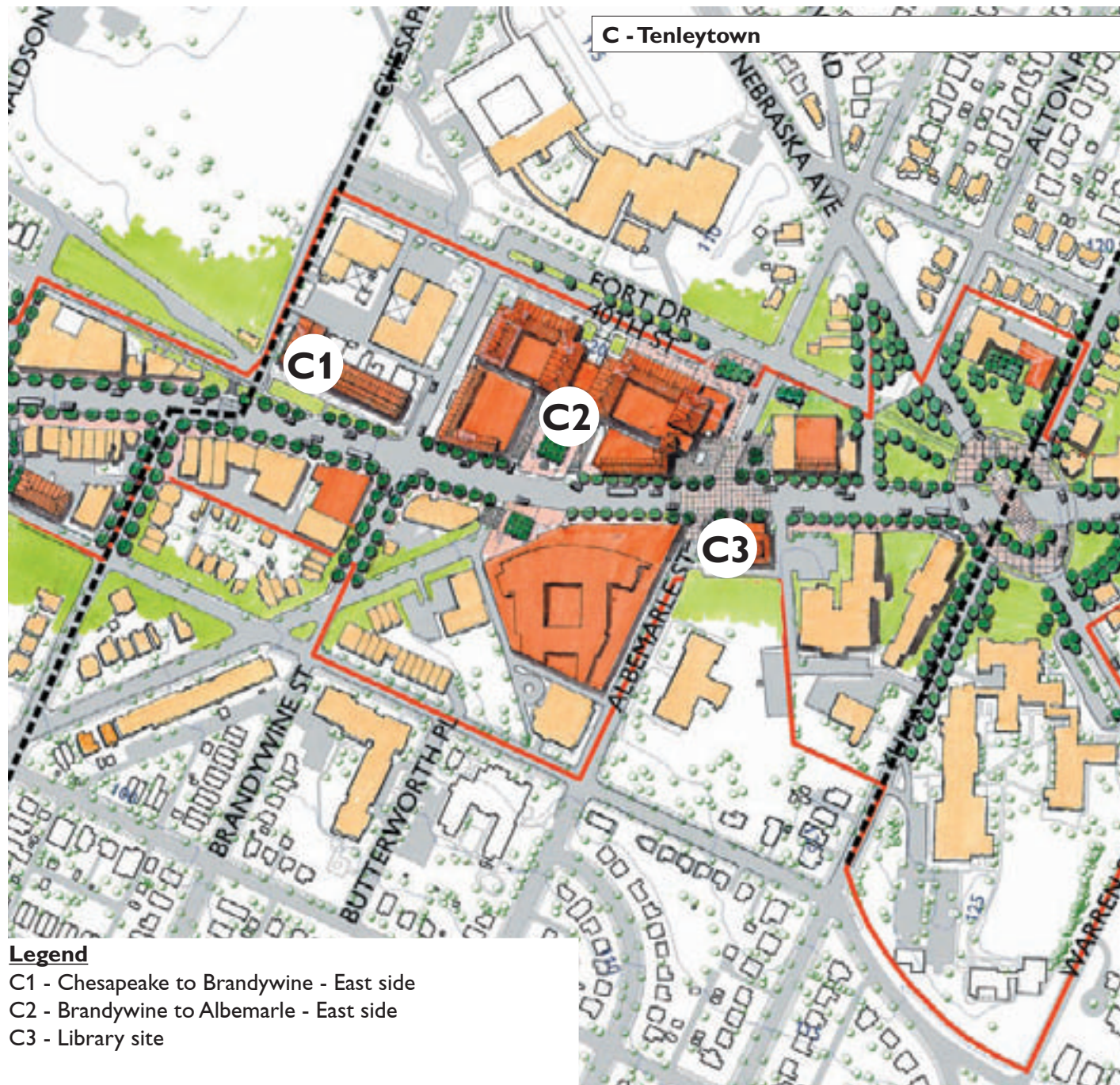
Urban Form - The urban design concept, as presented in the accompanying illustrations, transforms the triangular park into a town green. The current park is too small and surrounded by too many roads to be a useful asset to the community. In addition, because the park's edges are not defined by buildings, the space lacks a sense of enclosure and is merely a leftover, unusable part of the surrounding roads. The Illustrative Plan suggests that by changing the road configuration slightly, eliminating some of the redundant pieces of pavement, a more usable public space can be created. The proposed public space is surrounded on three sides by buildings - defining the edges of the space to create an outdoor room. The creation of this park space responds to the community's desire for a better sense of place and usable public spaces and pocket parks. The location of the new park space in the center of the corridor, adds a landmark that is currently lacking. To activate the space, it is important that the surrounding buildings open onto the public green. The Illustrative Plan recommends the reconfiguration of the grocery store site to face the new public green and Wisconsin Avenue. A more intensive mixed-use project is encouraged that combines ground level retail, with upper level uses such as residential or office. Height and density should be within what is allowed with existing zoning.

Parking - To support the new grocery store and other uses proposed, a new parking garage is proposed at the rear of the site on what is now the surface parking lot. The garage should be well screened from adjacent residential on the north side.

Site B5 - Marten's Volvo site

Current Condition - Marten's Volvo auto dealership has been a long time user on Wisconsin Avenue. The dealership was constructed and functions as most suburban-style car dealerships; with vast amounts of surface parking for new cars, multiple curb cuts and poor sidewalks. As a result, the dealership adds no value to the quality of the pedestrian environment. The multitude of curb cuts and parked cars make the walkway inhospitable. The current configuration of the site is a missed opportunity. The site is within a 10-minute walk of Friendship Heights and the frontage on Wisconsin Avenue is just over a 5-minute walk from Tenleytown, while the frontage on 42nd Street is within the 5-minute walk area, so if there was something worth walking to at this location, it would be easy for people to do so. The owners of the site have applied to redevelop it as a mid-rise residential building with ground floor retail.

Land Use - Although residential or office use is acceptable to the Plan from an urban design standpoint, the market analysis, Housing Opportunity Area and Comprehensive Plan policies of the City favor residential development. The site is not completely within either the retail concentrations identified for Middle Wisconsin or Tenleytown, therefore; retail along the entire frontage is not anticipated. However, the northern tip of the site does line the edge of the proposed public green and should include retail frontage to help activate the green space.



Frontage - There should be a consistent building line along Wisconsin Avenue to complete the urban form and create a consistent pedestrian environment. Breaks in the frontage and curb cuts are discouraged.

Urban Form - Height and density should be within what is allowed with existing zoning.

Parking - Parking for the project must be accommodated on-site and discouraged from using adjacent neighborhood streets. Wisconsin Avenue is not an appropriate location for above grade parking structure facades and should not be permitted; parking entrances on Wisconsin Avenue should be discouraged or minimized. If above grade parking were proposed on the rear of the site, it must be architecturally screened and of compatible scale with the adjacent residential buildings. Below grade parking is encouraged.

C - Tenleytown

Tenleytown has long been an undiscovered jewel in the city. It has a MetroRail station, a strong history and an abundance of community resources. The community has expressed a desire for a stronger mix of retail here, but attaining this goal has eluded the area. In addition, the location at the top of the hill, gives the area prominence; the sloping approaches to the area

define the area's edge, which is compact and easy to identify. Design must be sensitive to the advantages and responsibilities of this visibility and views that the area provides.

Tenleytown is on the verge of undergoing a major change with the reconstruction of the former Sears/Hechinger building. The addition of urban format stores will increase the retail profile and "raise the bar" for existing retailers. The addition of residential at this site will also make a great contribution by adding vitality and new customer base. Additional unmet residential potential remains, and as that demand is met, Tenleytown will come to life in new and exciting ways.

Market Potential

For the Tenleytown area, the market study shows the demand for new office, residential and retail uses over the next ten years as follows:

- 75,000 square feet of office (predominantly Class B or C)
- 400,000 square feet of residential (400 units)
- 120,000 square feet of retail





Tenleytown's development patterns lack the cohesion and comprehensive planning approach that is found at many significant, Metro-adjacent parcels throughout the District. For this reason, office buildings, retail establishments and parking are regarded and combined on a parcel-by-parcel basis. The result is that few people are able to identify a positive image within the core of Tenleytown, along its principal street, Wisconsin Avenue. Part of the reason Tenleytown has its current appearance is because few new development projects have taken place along Wisconsin Avenue in the most recent decade. Consequently, market demand for residential, office and retail space has continued to exceed the available supply.

The image of Tenleytown's residential areas as family-oriented communities with quality housing stock makes any new housing product in this neighborhood very attractive. Multi-family residential units near the Tenleytown MetroRail station are also spurred by a District-wide desire by renters and condominium owners to live near transit options. The addition and concentration of these new residents at the MetroRail station begin to provide a focal point for creating a recognizable community core for Tenleytown, and also offer greatly needed customer support for the types of retail that the neighborhood is interested in attracting.

Office uses are similarly attracted to Metro-adjacent locations. Many professional and institutional offices are currently found in Tenleytown. As the Wisconsin Avenue corridor improves through this area, Tenleytown will be better positioned to compete for firms and organizations that are looking for a convenient transit option, but cannot afford downtown rents.

Retail supply is already in a state of expansion with the recent opening of two new stores at the former Sears/Hechinger site (Best Buy and the Container Store). The draw of these large-format shops is expected to impact the nearby storefronts by attracting new retailers looking to capture the same customer types. Because it does not have the same retail cache as Friendship Heights, the Tenleytown neighborhood is more likely to be a secondary retail location, thus yielding a cluster of well-run local businesses that want to be close to a consistent stream of customers. The potential grouping of shops and restaurants at this location could become one of the most important elements of making "something special" in Tenleytown.

Recommendations

Site C1 - Chesapeake to Brandywine - East Side

Current Condition - A vacant lot and an odd collection of buildings currently occupy this block. The Western Union Tower building is located in the center of the block and may be designated an historic structure. What is most notable here is the overwhelming presence of multiple broadcast towers. Between the buildings and Wisconsin Avenue is a very small sliver of park space that is mostly sloped along with a one-way section of 41st Street. The park space is completely unusable and 41st Street adds little to the circulation pattern.

Land Use - Because this area is separated from the Wisconsin Avenue frontage, intensive retail frontage is not necessary on this block. The Illustrative Plan recommends primarily office use on this block because it is compatible with office uses on the remainder of the block and with the existing towers. Some retail or restaurant use may be added to the ground floor; but the major concentration of retail is envisioned closer to the MetroRail station.

Frontage - The slope and green space that separate this block from Wisconsin Avenue do not allow buildings to be constructed right at the Wisconsin Avenue building

line. There is however, an opportunity to incorporate a public green space into the corridor by expanding the existing sliver of land and roadway into a more usable open space.

Urban Form - The existing green space needs to be better defined and enlarged if possible. 41st Street adds little to the circulation pattern or the urban form. The Illustrative Plan recommends removing that road and incorporating that space into the green space to create a more usable space. With close proximity to Fort Reno, the new park space could have an historic theme for its educational value. The larger space presents an interpretive value that is currently unmet and should be studied in more detail. The park needs to be lined on the back with a fairly consistent facade of buildings to define the edge to the extent possible.

Parking - Parking for the proposed new uses should be provided on site.

Typical Retail Street Frontages - Site C2



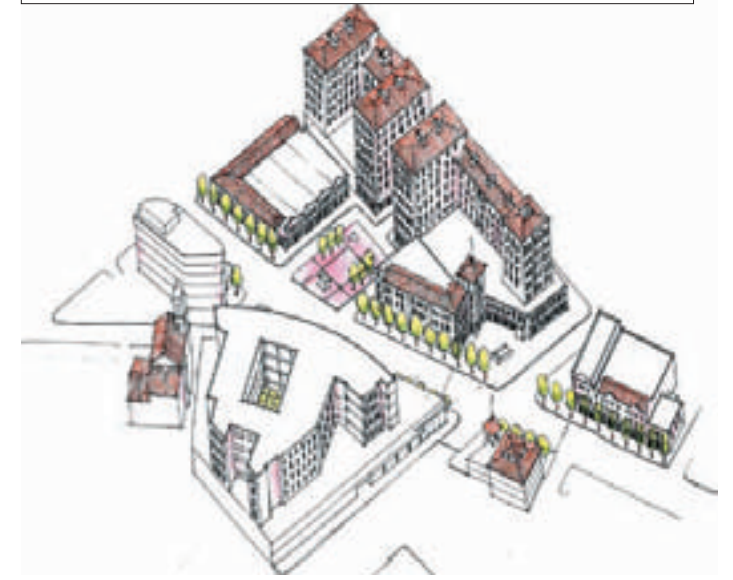
Typical Retail Street Frontages - Site C2



Typical Retail Street Frontages - Site C2



Illustration of Whole Foods from Charette



Site C2 - Brandywine to Albemarle - East Side

Current Condition - This site is what should be the heart of Tenleytown; and in some ways, it is even in its present form. The MetroRail station is located at the corner of Wisconsin Avenue and Albemarle Street. Currently there is no public open space associated with the station entrance; it is instead surrounded by a small private parking lot, and the station is difficult to see. The site is bound on the west by Wisconsin Avenue and incorporates a number of storefronts. There are a collection of neighborhood services, a drug store, several restaurants and other retailers in the block. Because there is a generous walkway, there is some outdoor café space on Wisconsin Avenue; the cafes are heavily utilized. The 40th Street frontage is dominated by a large above grade parking structure. Several retailers, including a Whole Foods grocery and Hollywood Video, have been carved out of the parking structure. The Whole Foods store is hidden in the center of the garage with no visibility on Wisconsin and poor access via a narrow alleyway. Because the alleyway is so narrow, the turning movements into the garage are slow, causing traffic to back up onto Wisconsin Avenue. Access on the 40th Street/Fort Drive pair is also an issue. The roadway functions as a bus transfer location, but there are notable conflicts between pedestrians and vehicles. For instance,

because both 40th Street and Fort Drive intersect with Albemarle Street, the pedestrian crossing is much too long. Pedestrian safety is of particular concern in this area because of the MetroRail station, the bus drop offs and the proximity to Wilson High School.

Land Use - Because of the site's MetroRail location, a mixed-use approach is needed. Tenleytown has been designated as a Housing Opportunity Area in the comprehensive plan and the Strategic Framework Plan specifies this site in its definition of that area. This site has the opportunity to add to the diversity of the housing stock in the area. In doing so, it will add to the customer base, making the retail diversity that is desired economically feasible. In addition, there is some current demand for office use in the area. This site, with its proximity to MetroRail, is a good location for office as well. This block, if consolidated, is large enough to provide, live, work and shopping opportunities as recommended by the principles of TOD.

Frontage - Wisconsin Avenue should have a consistent retail frontage to encourage shopping, strolling and browsing. The walkways should continue to be wide enough to allow outdoor cafes without interfering with the pedestrian flow. In addition, as presented in the accompanying illustration, the Illustrative Plan

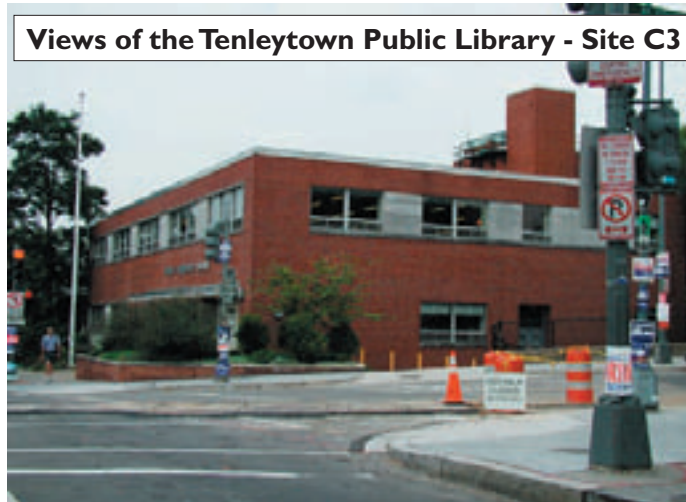
recommends the addition of a mid-block street in a courtyard configuration to add additional frontage and bring people into the heart of the site. The redevelopment of the block should seek creative ways to maximize retail frontage and open up views into the site.

Urban Form - Redevelopment of this block would provide a critical mass necessary to support the desired urban retail environment while still protecting the surrounding neighborhood. There should be appropriate transitions from more intensive development in the center of the block to the surrounding neighborhoods. When considering specific redevelopment proposals, special consideration should be given to the intersection of Fort Drive and Albemarle because of its close proximity to the Grant Road Historic District. The review should take into account both the massing of the corner and the design of the open space at the corner.

The Illustrative Plan also suggests the addition of two significant open spaces into the block as a part of the larger urban design plan. The first is the creation of a significant open space surrounding the MetroRail station entrance to emphasize the importance of the corner as a landmark for Tenleytown. This corner should be the image of Tenleytown. The station

entrance should be visible and be surrounded by a vibrant public open space and commercial uses. In its current configuration, the station is hidden, not celebrated. The Illustrative Plan envisions a large plaza space that draws in the surrounding streets and three opposing corners to maximize visibility from the south, connect the other station entrance, and tie the plaza into the new Library; there are many configurations that can attain this goal. The station open space should extend east to Fort Drive so that there is a clear and attractive link between the bus drop-off area and the MetroRail station. The reconfiguration of that intersection as suggested in the accompanying illustration adds much needed pedestrian space to this corner.

The second significant open space in Tenleytown is envisioned mid-block opposite the River Road intersection. Here a courtyard has been suggested on the east side of Wisconsin Avenue (see illustration). The courtyard increases visibility in the heart of the site, providing additional retail frontage with the introduction of a new road and a different kind of environment. The courtyard should have wide sidewalks to encourage outdoor cafes away from the vehicular traffic on Wisconsin Avenue. The roadway, within the court, is required by the retailers to optimize the visibility, but the traffic volumes and slow



speed will be conducive to the pedestrian space that is envisioned. Street parking and garage entrances should be provided in the courtyard. The center of the courtyard includes a public green space for passive recreation.

The Illustrative Plan suggests that the open space of the courtyard be mirrored on the west side of River Road by the reconfiguration of the intersection. In addition to improving the intersection configuration, the realignment allows the consolidation of space at the corner, so that a park space can be developed. The Illustrative Plan suggests that the design theme of the park incorporate the original alignment of the roadway and its historical importance to the neighborhood, the development of the City and the Civil War. The consolidation of space on this corner optimizes a historic interpretative opportunity. Ideally, the park space should include a viewing platform down River Road and educational materials to explain the importance of the River Road link. Further study should be undertaken to explore the viability of this recommendation from a traffic and historic standpoint.

Parking - As with any new projects, sufficient parking must be provided on-site for all the proposed uses to control overflow parking in the neighborhoods. Parking constructed on this site may not be visible

from Wisconsin Avenue. Below ground parking is recommended, but if above grade parking is suggested it should be faced with retail or appropriately designed to be architecturally compatible. Parking garage access from Wisconsin Avenue should be limited to minimize disruption to the traffic flow. However, retail parking access would be encouraged from the proposed courtyard where on-street parking and parking entrances should be located. Convenient access to retail parking is important to minimize spill over parking in the neighborhoods therefore parking for shoppers has to be visible and easily accessible.

Site C3 - Public Library site

Current Condition - The Tenleytown Library is currently located at the southwest corner of Wisconsin Avenue and Albemarle Street. The existing two-story building is in poor condition and does not fulfill the needs of this community. There are currently plans to rebuild the library.

Land Use - The Illustrative Plan recognizes the importance of public institutions such as the library to a community; public institutions such as this define the full breadth and depth of what a community is about. There is no more important of a use for this corner as a landmark of the community than the library. In

addition to the library function, the site could support compatible upper floor development such as residential uses, with no ill effect on the library.

Frontage - The frontage of this parcel is important as the cornerstone of the retail district; therefore, the storefront is important to completing this edge. Storefront in this case refers to the character of the architecture not the use; meaning that the frontage should be glassy, allowing views of the activity inside. People, reading rooms, information desks and even book stacks should be visible. The existing library has long blank windowless walls, disconnecting the activity inside from the street; this should not be allowed along Wisconsin Avenue in the future.

Urban Form - Because of the importance of this use to the community, it is appropriate for the library to have a prominent corner location. Current zoning would allow a larger building to be built than what is currently being planned for this site.

Parking - Very little parking is provided by the existing library, as is common in urban neighborhoods such as this. If a mixed-use approach is used for the redevelopment of the site, additional parking should be provided on-site.

D - South of Tenleytown

The South of Tenleytown area is greatly influenced by its institutional users - dominated by Fannie Mae. The area also includes two large churches, American University's Tenley Campus and several smaller institutional uses such as the U.S. Post Office and a fire station. These institutional users have added to the open space pattern in this part of the corridor that includes several generous green spaces. The area has developed over time with a strange mix of urban and suburban styles. This portion of the corridor underwent a growth spurt in the 1980's and demand for additional change is currently not high. Change, if any, is likely to be in the form of small in-fill developments. However, a relocation of Fannie Mae or an expansion of the Department of Homeland Security would very likely increase development pressures.

Market Potential

For the South of Tenleytown area, the market study shows the demand for new office, residential and retail uses over the next ten years as follows:



- 75,000 square feet of office (predominantly Class B or C)
- 200,000 square feet of residential (200 units)
- No additional square feet of retail

Along the Upper Wisconsin corridor, few other areas are as closely akin to an office campus. Dramatically marked by Fannie Mae and the office building at 4000 Wisconsin Avenue, this area experienced its most recent spurt of growth during the 1970s and 1980s. As a result, the South of Tenleytown area is considered largely built-out for the next ten years. Its next growth cycle is unlikely to occur until the existing building stock

has outlived its current function - probably at least fifteen to twenty years from now.

Because of the predominance of fully occupied office space in this neighborhood, it is appropriate to include a small additional amount of Class B or C office space in the Illustrative Plan. As noted in the market study, the permanent location of the Department of Homeland Security has the potential to impact office demand uses for the Upper Wisconsin corridor. For the South of Tenleytown area, the effect of this decision must be monitored closely. As the way the area is defined by office buildings today, the likelihood that firms associated with Homeland Security would begin looking for space here is high.

There is a lack of residential uses along the corridor in this area. The Illustrative Plan recommends the inclusion of housing units in this area to balance the daytime office-worker population that dominates the area today. No additional retail is proposed as this neighborhood already hosts an appropriate amount of stores and restaurants based on retail demand for the area. However, the Illustrative Plan does not discount that retail turnover during the next ten years might improve the quality and performance of many establishments in this part of the corridor.



Recommendations

Site D1 - American University - Tenley Campus

Current Condition - American University's Tenley Campus is located on the west side of Tenley Circle. Large institutions, such as colleges and universities, are required to prepare and submit a plan to the Zoning Commission for approval. After a "campus plan" is approved, future development of the "campus" must be in accordance with the plan. American University's 2000 Campus Plan, updated in August of 2002, will remain in effect for the Tenley Campus until 2011. The Illustrative Plan does not recommend any modifications to the University property because of the existence of the Campus Plan. The AU Campus Plan for the Tenley Campus includes plans to enhance the perimeter along Nebraska and Yuma Streets with new streetscape.

Site D2 - Infill sites

Current Condition - There are several small sites within this area that are underdeveloped or have been developed in a suburban style. These sites are indicated in orange on the accompanying illustration. Buildings are often located to the rear of the property on these sites with surface parking in the front. The 7-11 is a good example of this. Although no redevelopment of any of these sites is known, the Illustrative Plan's recommendations should be applied if development becomes possible.



Pedestrian Walk - Site D2



Land Use - The appropriate land use on these infill sites should be consistent with the surrounding uses. This includes neighborhood oriented ancillary retail on the ground floor and residential or office uses on upper floors.

Frontage - There is not a consistent pattern of retail frontage in this sub-area, and the retail that exists is neighborhood serving. The frontage of infill projects should be consistent with adjacent buildings.

Urban Form - Height and density should be within what is allowed with existing zoning.

Parking - On-site parking can be difficult for small infill projects, but parking to meet zoning requirements must be provided. Parking should not be allowed on the Wisconsin Avenue frontage, but should be provided at the rear of the site or within a parking structure.

Site D3 - Post Office facility

Current Condition - A suburban style Post Office currently exists at the corner of Upton Street and Wisconsin Avenue. The site includes surface parking and a one story above grade building. The Illustrative Plan makes recommendations for an appropriate redevelopment for this site because the current configuration is not in keeping with the urban character of Wisconsin Avenue. However, it appears unlikely that any change will happen at this site because the Post

Broadcast House Channel 9 Building - Site D2



Office holds a long-term lease of the property and has constructed extensive facilities below grade.

Land Use - Should redevelopment be pursued in the long term, the Illustrative Plan envisions a mix of residential or office uses on the upper floors with retail frontage opposite 4000 Wisconsin Avenue on the ground floor. In addition, the Upton Street frontage would be appropriate for residential uses.

Frontage - The Wisconsin Avenue frontage should include retail to complement the retail on the opposite site of the street.

Urban Form - Height and density should be within what is allowed with existing zoning. **Parking** - The size of the site may allow for an above grade parking structure. Such a parking structure may be useful in the neighborhood to support other nearby uses, including retail and the Washington Home Hospice. Further study would be required at the time of redevelopment to establish the need and effects of adding public parking to the site. If any above grade structure were constructed it would not be permitted on Wisconsin Avenue and must have other uses lining any roads.

Fannie Mae Frontage - Site D4



Site D4 - Fannie Mae

Current Condition - The Fannie Mae headquarters building was constructed in the late 1950s by an insurance company in a style that is said to be reminiscent of the Governor's palace in Colonial Williamsburg. The property is now owned by Fannie Mae. The site is most notable for the large lawn area in the front of the buildings. Parking for the facility is contained in a structure at the rear of the site. Fannie Mae occupies more than 1.0 million square feet of space on Wisconsin Avenue and on Connecticut Avenue and employs more than 1,500 staff.

Land Use - If Fannie Mae sells its property here, office for a large user would continue to be an appropriate use. Because of the site's proximity to McLean Gardens, residential should also be considered. Retail on this site is expected to be ancillary in nature.

Frontage - The Fannie Mae site is the beginning of a different character of the corridor. If new construction on the site were to include retail space, then the retail uses should be located along the Wisconsin Avenue frontage beginning on the north end of the site and extending southward. The character of the corridor's frontage quickly changes at McLean Gardens to the south of the site. Development of the frontage should take into consideration the existing green spaces incorporated into the frontage further south on the corridor.

Retail/Office Complex Frontage - Site D4



Urban Form - Height and density should be within what is allowed with existing zoning.

Parking - As with other properties along the corridor, parking should not be allowed along the Wisconsin Avenue frontage in either a parking structure or surface parking. If above grade parking structures are suggested, they should be designed to integrate architecturally with surrounding uses. If a large user were to be considered for this site, transportation demand management control measures should be provided to reduce the reliance of cars and number of parking spaces needed. Measures such as shuttle busses, transit reimbursement programs, preferential parking for car-pools and other measures should be studied when redevelopment proposals are considered.

5 NEXT STEPS/ IMPLEMENTATION

The Upper Wisconsin Avenue Corridor Study (UWACS) Strategic Framework Plan provides policy recommendations on how to preserve the existing assets along Wisconsin Avenue, guide future development opportunities, encourage a better mix of uses and create a sense of place. The Plan’s “success” will be dependent on the commitment of key stakeholders, i.e., District Government, Advisory Neighborhood Commissions (ANCs), neighborhood groups and organizations, the local business community and residents, to implement the Plan’s recommendations and help in making a great street even better.

The following chapter outlines the next steps that need to be taken to implement the Plan. The Upper Wisconsin Avenue corridor remains a desirable location in the City, and change can be expected to occur naturally through market forces. However, the District is preparing, and should continue to prepare, for those inevitable changes that will occur along the corridor. The Strategic Framework Plan is an important first step. Implementation efforts are organized under the Plan’s four policy recommendations:

1. Managing Growth;
2. Protecting Neighborhoods;
3. Encouraging a Greater Retail Mix; and
4. Creating an Attractive Streetscape and Improved Public Realm.

1. Managing Growth

- *The District Council will take action on the UWACS Strategic Framework Plan as a small area plan after review by the Advisory Neighborhood Commissions in the Study Area (ANCs 3C, 3E and 3F). If approved by Council as a small area plan, the Plan will become supplement to the Comprehensive Plan. As such, it provides guidance to the Comprehensive Plan, but does not amend or modify it. The Strategic Framework Plan helps*

create a framework for future actions and will serve as a benchmark for the community, District officials and the business sector in discussing and evaluating future development proposals (PUDs).

- *The current zoning focuses commercial and higher density residential development on the corridor and, for the most part, limits the areas off the corridor to low-density residential development. The existing general pattern fits with the design concept recommended by this Plan with the exception of Friendship Heights. The Strategic Framework Plan acknowledges the special vision that the Comprehensive Plan has for Friendship Heights as a “regional center” and Housing Opportunity Area. The Strategic Framework Plan recommends that the current zoning should be better tailored to what is envisioned in the Comprehensive Plan and that it is appropriate to encourage greater height and density than is permitted by current zoning - as long as these increases are accompanied by greater benefits for the community under the PUD process, and as long as the development is appropriately buffered from the surrounding nearby neighborhoods. In Friendship Heights, the Office of Planning is not proposing to initiate zoning changes; rather, zoning changes should be initiated by the landowner in the form of a planned unit development (PUD) and PUD related map changes.*
- *The Plan also recommends downsizing the scale of what is permitted to be developed in the block between Fessenden and Ellicott Streets to protect the small-town feel of the existing shops there. The Office of Planning would look into initiating a zoning change here from C-2-A to C-1. For the rest of the Corridor, the Office of Planning does not recommend any changes in what is permitted by the current zoning.*
- *The Office of Planning will use the UWACS Strategic Framework Plan as a guide in reviewing development proposals. A development project that conflicts with the zoning map or regulations requires zoning relief and approval from the Zoning Commission (for map or text*

amendments, air rights development or Planned Unit Developments [PUD]) or by the Board of Zoning Adjustment (for variances, special exceptions or appeals). Approvals for requests that do not fit within the matter-of-right (by-right) zoning should only be allowed only when: 1) they are in accordance with the principles of Transit-Oriented Development (TOD); 2) they further citywide Comprehensive Plan objectives without negatively impacting the surrounding neighborhoods; and 3) the proffered amenities are of a clear benefit to the public. This approach provides a policy statement so that both the residential and commercial members of the community have predictability in the outcome of the planning process and there is a reasonable expectation of what is desired. The advantage of the PUD and PUD with map change approach is that the approval process requires significantly more review by the community and the Office of Planning than the by-right zoning process. In addition, the Plan outlines the steps that should be taken by a developer in the PUD process to ensure that the public benefits of a proposed project best reflect the needs of the community.

- *To complete the information found in the District’s Comprehensive Plan, the Strategic Framework Plan defines the boundaries of the Housing Opportunity Area. This new boundary removes the surrounding low-density neighborhoods from the Housing Opportunity Area - reducing the vulnerability of those stable neighborhoods. The Plan recommends the Friendship Heights Housing Opportunity Area be defined in general by Western Avenue on the north, Fessenden Street on the south and the rear of the properties fronting on Wisconsin Avenue on the east and the west, and also including the areas adjacent to the commercial properties in the block between Harrison and Garrison Streets and the area on the west, just north of Harrison Street and east of 44th Street and the area bounded by 44th Street, Jenifer Street and Western Avenue. The Tenleytown Housing Opportunity Area shall be bound by*

Ellicott Street on the north, Grant Road on the south, Fort Drive on the east and the sections of 42nd Street on the west that are included in the boundaries of the Primary Study Area. *The Office of Planning will encourage higher density residential development in the Housing Opportunity Areas.*

- *Rising home prices in the District have only exacerbated the affordable housing problem that already exists in the City. In Ward 3, the lack of affordable housing options is especially acute. One option available to homeowners that can assist with the affordable housing problem is the use of accessory apartments. Current Zoning Regulations allow the creation of new apartments through internal conversion of a house, without any additional lot occupancy or gross floor area. But garage space may not be converted. The Office of Planning will investigate a revision to the Zoning Regulations that would allow garage space to be converted for accessory apartment use in homes that cannot create an apartment through internal conversion due to size constraints (homes that do not have at least 2,000 square feet of gross floor area and/or do not have the minimum lot area for their respective zone district) or configuration of the house.*

2. Protecting Neighborhoods

- *An important objective of the Strategic Framework Plan is to control development outside of the corridor in areas that are currently primarily single-family neighborhoods. To that end, just as the Plan clearly defines the Housing Opportunity Areas, it also designates the neighborhoods surrounding the Housing Opportunity Area as a Growth Restriction Area. The Office of Planning will not support zoning changes or PUD applications within the Growth Restriction Area.*
- *There are several private schools and assisted living facilities located in residential zones just outside the primary study area described by the Strategic Framework Plan. These institutions are valuable resources for the Upper Wisconsin*

UWACS Action Plan

Actions / Recommendations	Next Steps / Implementation
Managing Growth	The District Council will take action on the UWACS Strategic Framework Plan as a small area plan after review by the Advisory Neighborhood Commissions in the Study Area.
	In Friendship Heights, the Office of Planning (OP) is not proposing to initiate zoning changes; rather, zoning changes should be initiated by the landowner in the form of a planned unit development (PUD) and PUD related map changes.
	OP will investigate whether to initiate a zoning change for the Ellicott to Fessenden block from C-2-A to C-1. For the rest of the Corridor, the Office of Planning does not recommend any changes in what is permitted by the current zoning.
	OP will use the UWACS Strategic Framework Plan as a guide in reviewing development proposals (PUDs).
	OP will encourage higher density residential development in the Housing Opportunity Areas.
	OP will investigate a revision to the Zoning Regulations that would allow garage space to be converted for accessory apartment use in homes that cannot create an apartment through internal conversion due to size constraints or configuration of the house.
Protecting Neighborhoods	OP will not support zoning changes or PUD applications within the Growth Restriction Area.
	OP will not support conversion to other uses, which are not matter of right, particularly at a higher density in the Growth Restriction Area.
Encouraging a Greater Retail Mix	OP will explore the feasibility of an overlay zone that would encourage ground-floor retail uses within some of the commercially zoned parts of the Corridor.
	OP will coordinate with reSTORE DC on efforts to improve the retail environment of the Corridor (Tenleytown Merchant's Association, Corridor BID, and/or Main Street).
Creating an Attractive Streetscape and Improved Public Realm	The UWACS Strategic Framework Plan outlines basic design guidelines that OP will use in developing a Retail Overlay Zone and will consult when reviewing development proposals (PUDs). In addition, a Main Street Program and/or a BID can further develop these guidelines and work with building owners and tenants on implementation.
	OP will work with the private sector on improving the streetscape in a more coordinated manner when reviewing future development proposals (PUDs), but a Main Street Program and/or a BID can develop streetscape guidelines and work with building owners and tenants on implementation.
	OP will coordinate with the National Park Service and the District Department of Parks and Recreation on future improvements to parkland along the Corridor; i.e., Fort Reno Park, triangle parks, etc. As part of the PUD process, OP will encourage the creation of new greenspaces, where possible, when parcels are redeveloped by the private sector.
	OP's Historic Preservation Division will work with the Tenleytown Historical Society and others on possible designation of historic buildings and districts along the Corridor.
	OP's Historic Preservation Division will work with the Tenleytown Historical Society and others on creating a series of historic markers, funding for which could be provided by the private sector as a public benefit for a future development proposal (PUD).

neighborhoods and the entire City. Because they are located in residential zones, their expansion is already controlled through the special exception process by the Board of Zoning Adjustment. The Plan recognizes the importance of these institutions, not only for the services they offer, but also because they generally provide welcome expanses of green spaces and serve as buffers between the higher density development on the Avenue and lower density residential uses. The Plan recommends the retention of existing private institutional uses outside of the Primary Study Area, or - if they depart - future matter-of-right development of these sites. *The Office of Planning will not support conversion to other uses, which are not matter of right, particularly at a higher density in the Growth Restriction Area.*

3. Encouraging a Greater Retail Mix

- *The Office of Planning will explore the feasibility of an overlay zone that would encourage ground-floor retail uses within some of the commercially zoned parts of the Corridor.* An overlay could help to create an environment that puts the pedestrian first by setting basic design guidelines related to building setbacks, windows, ground floor heights and openings in order to create an attractive pedestrian environment. An overlay may also identify use standards or preferred uses, which are based on market analysis and community needs. Use standards may also provide incentives such as bonus density for preferred uses such as certain types of retail.
- The market study showed that there is demand along the Corridor for additional retail. There are several options available to improve the retail environment along Upper Wisconsin Avenue and the *Office of the Deputy's Mayor for Planning and Economic Development's* reSTORE DC initiative is the key pubic agency to assist in that endeavor. The purpose of reSTORE DC is to coordinate activities that support retention, expansion and attraction of retail stores in the District's

neighborhood business districts. reSTORE DC has several programs, which provide financial and technical assistance to non-profit organizations that seek to undertake commercial revitalization. Neighborhood businesses interested in seeking assistance can also join together to form one or all of the following organizations: Business Improvement District (BID), Merchant's Association and/or Main Street Program (Details on creating a BID are included in Appendix C). *The Office of Planning will coordinate with reSTORE DC on efforts to improve the retail environment of the Corridor.*

4. Creating an Attractive Streetscape and Improved Public Realm

- Good design standards can help protect a community's character and maintain its livability. The success of Transit-Oriented Development (TOD) is also tied directly to the quality of the public realm because the quality of the environment affects how far and how often people are willing to walk from transit to shopping, work and homes. *The Strategic Framework Plan outlines basic design guidelines that the Office of Planning will use in developing a Retail Overlay Zone and will consult when reviewing development proposals (PUDs). In addition, a Main Street Program and/or a BID can further develop these guidelines and work with building owners and tenants on implementation.*
- Pending and future development proposals (PUDs) provide an opportunity to upgrade significant portions of the Upper Wisconsin Avenue streetscape. Using these private initiates, an improved streetscape can begin to emerge for the corridor; but this must be coordinated to ensure that a consistent streetscape design is constructed, with respect to things such as paving materials, plant materials, tree spacing, lighting and other street furnishings. *The Office of Planning will work with the private sector on improving the streetscape in a more coordinated manner when reviewing future development proposals (PUDs), but a Main Street Program and/or a BID can develop*



streetscape guidelines and work with building owners and tenants on implementation.

- *The Office of Planning will coordinate with the National Park Service and the District Department of Parks and Recreation on future improvements to parkland along the Corridor, i.e., Fort Reno Park, triangle parks, etc. As part of the PUD process, the Office of Planning will encourage the creation of new greenspaces when parcels are redeveloped by the private sector.*
- *The Corridor contains several buildings that are listed on the DC Inventory of Historic Sites (DC Inventory) and perhaps a half dozen more that could be included on it and the National Register of Historic Places (National Register). In addition, the study area includes several clusters of older buildings that provide a historic continuity that merit consideration as the corridor redevelops. Owners of income-producing National Register listed properties can apply for tax credits that equal 20% of the certified total rehabilitation costs paid to rehabilitate their property. The Office of Planning - Historic Preservation Division will work with the Tenleytown Historical Society and others on possible designation of historic buildings and districts along the Corridor.*
- *In addition to protecting and enhancing the corridor's existing historic resources, the District can use the corridor's documented history to create a series of interpretive historical markers throughout the study area. Doing so will help to create a sense of place for District residents who live in and near the corridor, as well as for visitors to the area. The interpretative historical markers could be one element of a streetscape design that would tie together the multi-faceted aspects of Upper Wisconsin Avenue and its adjacent neighborhoods. Again, the Office of Planning - Historic Preservation Division will work with the Tenleytown Historical Society and others on creating a series of historic markers, funding for which could be provided by the private sector as a public benefit for a future development proposal (PUD).*

Other Issues

The District Department of Transportation (DDOT) is initiating a study of the remaining portion of the Corridor (from Fessenden Street on the north, to Rodman Street on the south) to complement the Friendship Heights Transportation Study (Executive Summary can be found in Appendix B). The DDOT study will investigate transportation management improvements in the Upper Wisconsin Avenue Corridor Area similar to the Friendship Heights study and should be completed in early summer of 2005. In addition, all new development proposals, including PUDs, must include on-site parking for their proposed uses per zoning regulations. It should be noted that the adequacy of parking is an important factor in informing the evaluation of future development proposals. PUD's also must commission their own traffic analyses; they must convince the Zoning Commission that the proposed project will not cause adverse impacts, and will provide greater benefits than what could be achieved under existing zoning.

With the exception of transportation, the information that has been received from other public agencies with regards to capacity is sufficient to convince the Office of Planning that the existing infrastructure is adequate to support the Plan's recommendations. The District also has an ongoing Facilities Management Program and Capital Budgeting process that require all District agencies to monitor conditions and make adjustments as necessary to meet the demands of its residents. In summary, the recommendations prescribed in the Upper Wisconsin Avenue Corridor Study - Strategic Framework Plan build on the principles of Transit-Oriented Development to create more places for people to live, work, shop, dine and play along Upper Wisconsin Avenue - making a great street even better.

Participants and Acknowledgements

The Upper Wisconsin Avenue Corridor Study - Strategic Framework Plan is a result of participation representing all parts of the community. This included the active involvement of individual residents, community organizations, business and development interests, the District of Columbia government and a team of consultants. The Office of Planning (OP) was the lead District of Columbia agency for this effort. Other involved agencies included the DC Department of Transportation (DDOT), the Office of the Deputy Mayor for Planning and Economic Development (DMPED), the Office of the Deputy Mayor for Public Safety and Justice (DMPSJ), the DC Public Library (DCPL), the DC Public Schools (DCPS), the Department of Health (DOH), the Department of Public Works (DPW), the DC Department of Parks and Recreation (DPR), the DC Water and Sewer Authority (WASA), the Washington Metropolitan Area Transit Authority (WMATA) and the National Park Service (NPS). Business stakeholders include the Chevy Chase Shopping District Association, business owners, property owners, developers and financial institutions. Community stakeholders include residents, ANC Commissioners from ANC 3E, 3F and 3C, the Friendship Heights Task Force, and various neighborhood groups and associations. Institutional stakeholders include Fannie Mae, American University, schools and churches. The consultant team included planning and urban design by Hellmuth, Obata & Kassabaum (HOK); market analysis by StreetSense; and historic preservation consulting by History Matters. History Matters based its analysis on information provided to it by the Historic Preservation Division in the Office of Planning.